

Message Text

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PAGE 01 STATE 080645

10

ORIGIN USIA-15

INFO OCT-01 EUR-06 ISO-00 CU-04 RSC-01 /027 R

66613

DRAFTED BY:USIA:IOP/P:RMURPHY/IOP:RKTOWERY

APPROVED BY: EUR/EX:HGEISEL

USIA/IEE:JWSHIRLEY

CU/OPP:RLROGHT

EUR/EE:RBHOUSTON

EUR/SOV:PBROWN

----- 128476

R 192329Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY WARSAW

UNCLAS STATE 080645

FOLLOWING REPEAT USIA CIRCULAR 8008

QUOTE

USIA 8008

USIAC

E.O. 11652: N/A

REF: CM-539, APRIL 10

THE FOLLOWING GUIDELINE FOR AUDIENCE DEFINITION IS PART OF THE
COUNTRY PLAN INSTRUCTIONS, USIA SECTION, PARAGRAPH B.W.,
AUDIENCES. QUOTE

THE PRIMARY AUDIENCE CONSISTS OF IDENTIFIED PERSONS CONSIDERED
ESSENTIAL TO ADDRESS, INFORM AND POSSIBLY PERSUADE, ON MATTERS OF
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PAGE 02 STATE 080645

CONCERN TO THE U.S. GOVERNMENT.

THE PRIMARY AUDIENCE IS THE GROUP ON WHICH THE POST FOCUSES ITS MAJOR EFFORT. IT IS THE GROUP FOR WHICH PROGRAMS, PROJECTS AND ACTIVITIES ARE PLANNED AND CONDUCTED, AND TO WHICH PERSONAL ATTENTION IS DIRECTED EITHER BY USIS OR OTHER MISSION OFFICERS.

SECONDARY AUDIENCE

THE SECONDARY AUDIENCE CONSISTS OF OTHER INFLUENTIAL PERSONS IN THE SOCIETY CONSIDERED DESIRABLE TO ADDRESS. THEIR POSITION IN SOCIETY, PRESENT AND POTENTIAL, IDENTIFIES THEM AS INDIVIDUALS WHOSE UNDERSTANDING AND SUPPORT OF THE UNITED STATES AND ITS POLICIES ARE RELEVANT TO OUR INTEREST IN THEIR COUNTRY.

OTHER AUDIENCES

IN ADDITION TO THE PRIMARY AND SECONDARY AUDIENCES, POSTS (AND USIA WASHINGTON) ALSO REACH BROADER AUDIENCES WHOSE MEMBERS ARE NOT SPECIFICALLY IDENTIFIED. THESE ARE:

SELF-SELECTING AUDIENCE: THIS AUDIENCE IS MADE UP OF THOSE WHO USE OR BUY SOME USIS SERVICE. THIS AUDIENCE INCLUDES THE PERSONS IN THE FOLLOWING GROUPS WHO ARE NOT IN THE PRIMARY AUDIENCE OR SECONDARY AUDIENCE; LIBRARY MEMBERS, STUDENTS OF ENGLISH LANGUAGE INSTRUCTION, STUDENTS OF OTHER USIS SPONSORED CLASSES, THOSE WHO BUY USIS MAGAZINES, THOSE WHO BUY USIS SUPPORTED BOOKS, THOSE WHO USE STUDENT COUNSELLING SERVICES, AND THOSE WHO SEE NON-INVITATIONAL DIRECT SHOWINGS OF USIS FILMS.

MASS AUDIENCE: THOSE TO WHOM WE DIRECT PROGRAM EFFORT THROUGH THE MASS MEDIA -- THE VOICE OF AMERICA, PRESS MATERIALS, RADIO AND TV DIRECT PLACEMENT, FILMS AND MAJOR EXHIBITS. END QUOTE

THE COUNTRY PLAN INSTRUCTIONS WERE POUCHED TO ALL POSTS ON APRIL 10. THE COUNTRY PLAN PROPOSALS ARE DUE IN WASHINGTON ONE MONTH AFTER RECEIPT OF THE COUNTRY PLAN INSTRUCTIONS. KEOGH UNQUOTE RUSH

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